

**ORIGINAL**

Before the  
**FEDERAL COMMUNICATIONS COMMISSION**  
 Washington, D.C. 20554

In the Matter of

Amendment of Section 73.202(b)

Table of Allotments

FM Broadcast Stations

(Magnolia, Arkansas and Oil City,  
Louisiana)

)  
)  
)  
)  
)  
)  
)

MB Docket No. 02-199

RM - 10514

**RECEIVED**

SEP 23 2002

To: Assistant Chief, Audio Division  
 Media Bureau

FEDERAL COMMUNICATIONS COMMISSION  
 OFFICE OF THE SECRETARY

**COMMENTS**

Columbia Broadcasting Company, Inc. ("Columbia"), licensee of Station KVMA-FM, Magnolia, Arkansas, by its counsel, hereby submits its Comments to the Notice of Proposed Rule Making ("*NPRM*") in the above-captioned proceeding, 17 FCC Rcd 14467 (2002). In response to the petition, the *NPRM* proposes to substitute FM Channel 300C2 for FM Channel 300C1 at Magnolia, Arkansas and reallocate FM Channel 300C2 from Magnolia to Oil City, Louisiana, as that community's first local aural transmission service and modify the license of Station KVMA-FM to reflect the change of community.

Columbia hereby restates that should the Commission approve the requested reallocation of FM Channel 300C2 to Oil City, Columbia will file an application to modify the license of KVMA-FM in compliance with the Commission's spacing rules and construct the authorized facility.

In its petition, Columbia stated that the net gain in 60 dBu population from the relocation would be 198,763 persons, and the entire loss area would continue to be served by 5 or more services. However, the *NPRM* states that the Commission's preliminary analysis indicates a net gain in 60 dBu population of 110,631 persons and that 4,341 persons in the loss area would be

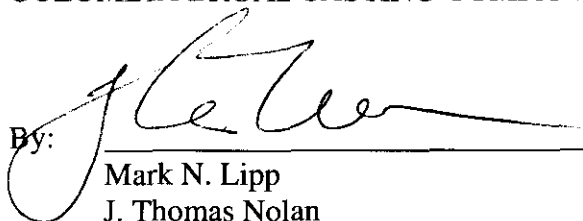
No. of Copies rec'd 014  
 List ABCDE

left with 4 aural services. Columbia obtained its figures by analyzing the loss area of KVMA-FM using the station's actual facilities. See attached Statement of the Engineers. It is likely that if theoretical maximum facilities had been used in the analysis, the theoretical loss in service would appear greater, which could produce the results the Commission obtained. However, even if the Commission's analysis is correct, the public interest strongly weighs in favor of a first local service at Oil City, Louisiana, and an overall gain in population served of 110,631 persons. That a small population would be left with four aural services does not affect this analysis. *See Scappoose and Tillamook, Oregon*, 15 FCC Rcd 10899 (2000) (reallotment warranted when 14,655 out of 21,447 persons in the loss area would retain five aural services); *Earle, Arkansas, et al.*, 10 FCC Rcd 8270 (1995) (reallotment warranted when 85% of loss area retained at least five aural services).

Accordingly, Columbia urges the Commission to grant the petition and allot Channel 300C2 to Oil City, Louisiana as set forth therein.

Respectfully submitted,

COLUMBIA BROADCASTING COMPANY, INC.

By: 

Mark N. Lipp  
J. Thomas Nolan  
Shook Hardy & Bacon LLP  
600 14th Street, NW  
Suite 800  
Washington, DC 20005  
(202) 783-8400

September 23, 2002

Its Counsel

## **Statement of the Engineers**

### **KVMA(FM), Magnolia, Arkansas**

#### **KVMA/channel 300C2 at Oil City, LA Gain/Loss Study**

In our analysis of the KVMA gain/loss study, we considered the KVMA facility (100 kW at 107 meters HAAT). That facility has a smooth-earth FCC 60 dBu radius of 52.1 kilometers. When coupled with the proposed class C2 facility (50 kW at 150 meters HAAT), the gain/loss figures are as shown in the engineering portion of the original Petition for Rule Making. (That study used Year 2000 Census Data.) When the gain and loss areas covered only a portion of a census tract, the software used (V-Soft Probe II) assumes uniform population density in these tracts and calculates population covered accordingly.

  
Lee S. Reynolds

Reynolds Technical Associates  
12585 Old Highway 280 East, Suite 102  
Chelsea, AL 35043  
205.618.2020  
leer@reynoldstechnical.com

**CERTIFICATE OF SERVICE**

I, Lisa M. Balzer, a secretary in the law firm of Shook, Hardy and Bacon, do hereby certify that I have on this 23rd day of September, 2002 caused to be mailed by first class mail, postage prepaid, copies of the foregoing "Comments" to the following:

- \* Ms. Victoria McCauley  
Federal Communications Commission  
Mass Media Bureau  
445 12th Street, SW  
Room 2-B450  
Washington, DC 20554

  
Lisa M. Balzer

- \* Hand Delivered